

PRODUCT STRATEGY

Adding value for a customer solution with:

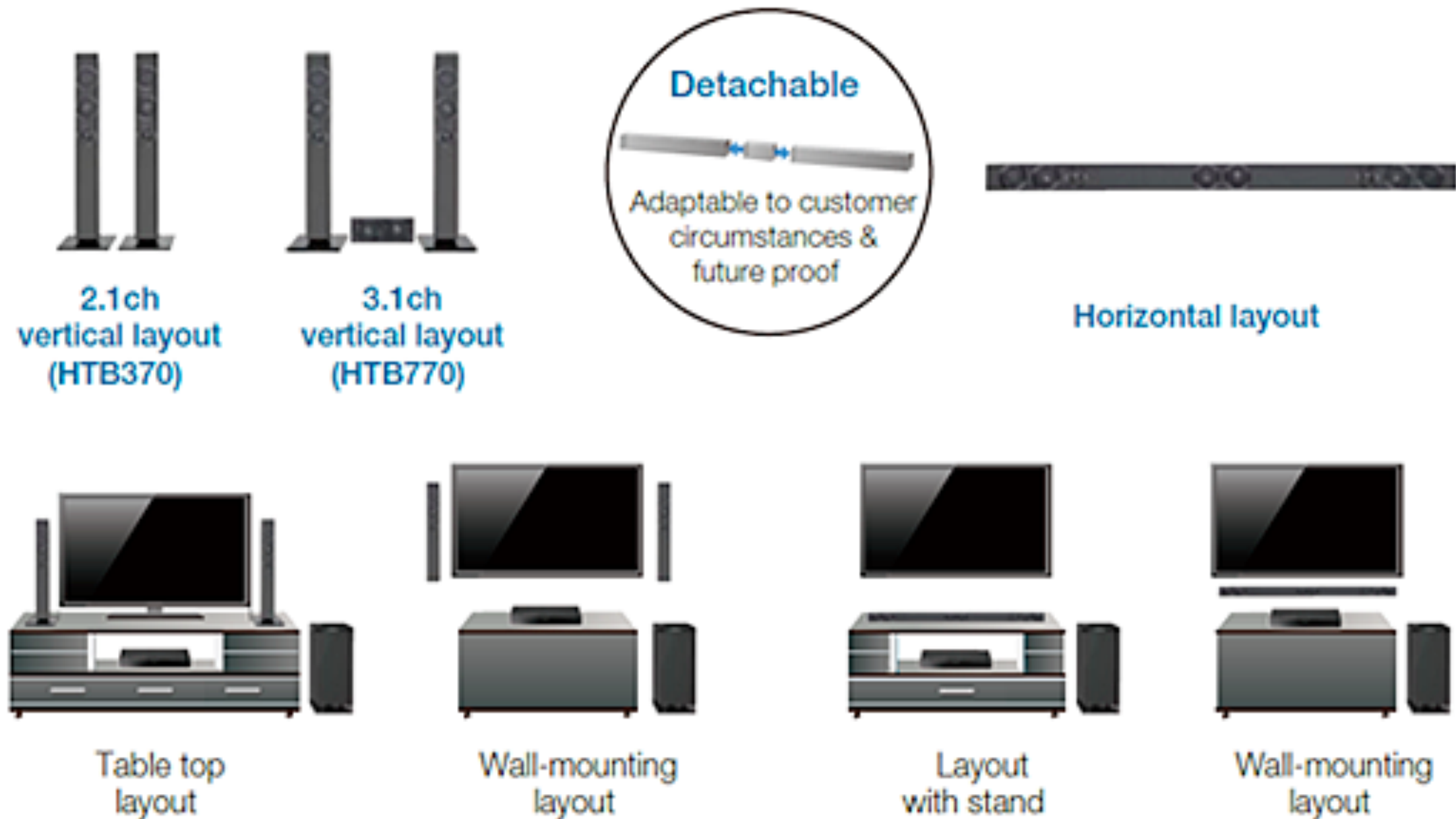
Expertise, Benefit Selling, Value Added Solutions

PRODUCT OPTIONS

- Customers have choice
- Buying decision is complicated.
- Simplify the options for the Customer



PRODUCT CONFIGURATION



* The image is based on the SC-HTB370.

BECOMING A PRODUCT EXPERT

- Product Development/Quality Improvement Process

					
	iPad	iPad 2	iPad (early 2012)	iPad with Retina display (late 2012)	iPad mini
Code Name	K48	K94	J1, J2		J65
Model Name	iPad 1,1	iPad 2,1	iPad 3,1	iPad 3,4	iPad 2,5
OS	iPhone OS 3,2	iOS OS 4,3	iOS 5,1	iOS 6	iOS 6
Screen Size	9.7-inch IPS LED 1024x768 @ 132ppi	9.7-inch IPS LED 1024x768 @ 132ppi	9.7-inch IPS LED 2048x1536 @ 264ppi	9.7-inch IPS LED 2048x1536 @ 264ppi	7.9-inch IPS LED 1024x768 @ 163ppi
System-on-chip	Apple A4	Apple A5	Apple A5X	Apple A6X	Apple A5
CPU	800MHz ARM Cortex A8	1GHz dual-core ARM Cortex A9	1GHz dual-core ARM Cortex A9	1.4GHz dual-core Swift ARM v7s	1GHz dual-core ARM Cortex A9
GPU	PowerVR SGX535	PowerVR dual-core SGX543MP2	PowerVR quad-core SGX543MP4	PowerVR quad-core SGX554MP4	PowerVR dual-core SGX543MP2
RAM	128MB	512MB	1GB	1GB	512MB
Storage	16GB/32GB/64GB	16GB/32GB/64GB	16GB/32GB/64GB	16GB/32GB/64GB	16GB/32GB/64GB
Top Data Speed	HSPA	HSPA	LTE	LTE	LTE
SIM	Micro	Micro	Micro	Micro	Nano
Rear Camera	None	1.3mo/720p	5mp, 1080p	5mp, 1080p	5mp, 1080p
Front Camera	None	0.3mp/VGA	0.3pm/VGA	1.2mp, 720p	1.2mp, 720p
Bluetooth	Bluetooth 2.1 + EDR	Bluetooth 2.1 + EDR	Bluetooth 4.0	Bluetooth 4.0	Bluetooth 4.0

PRODUCT COMPONENTS

- Performance Data and Specifications
- Maintenance and Service Contracts
- Price and Delivery
- Warrantee Information
- Options for Configuration





KNOW YOUR COMPANY

Culture and Support

KNOW YOUR COMPETITORS



Strengths and Weaknesses

What is your competitive advantage?

UNDERSTANDING YOUR INDUSTRY

- Changes
- Developments
- Current Happenings



HOW TO BECOME A PRODUCT EXPERT

- Trainings
- Research
- Literature
- Experience
- Demonstrations
- Customers



ADDING VALUE

Feature

- Specific Characteristics
- Stems from Product Components
- Answers the question “What is it?”

Benefits

- “How will I Benefit?”
- Satisfy their need/
want/demand
- Make sure you can
prove it.

Bridging Statements

WRITTEN PROPOSALS



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Immaculate Conception Church Addition
Monmouth, Illinois
October 4, 2013
Pella Window Proposal

Proposal: This proposal includes pricing for Designer Series COTTAGE SPLIT Double Hung Windows for the Immaculate Conception Church Addition in Monmouth, Illinois based on plans dated 9-16-13 by BHMM Architects. Please review the proposal for windows and materials included in this pricing.

Exclusions:	Installation	Exterior/Interior Trim
	Interior Casing/Trim	Finishing
	Flashings & Backer Rods	Blocking, Shims & Fasteners
	Storage	Jamb Extension

Product: Pella Designer Series COTTAGE SPLIT Double Hung Windows

Windows:

*See attached window elevations for quoted sizes and quantities

*Note-Fixed D window will be 17" wide. 15" wide is not available in Designer Series

Exterior: EnduraClad Aluminum Clad Exterior-Hartford Green or Pella Standard Color

Interior: Unfinished Pine (3-11/16" jamb)

*Interior mullion covers will be loosely attached to the windows. These mullion covers must be removed, cut to length and reinstalled in the field by others.

Hardware: Standard (White, Champagne or Brown)

Grilles: 3/4" flat aluminum grilles between the glass in pattern shown on attached window schedule

*Grilles will match cladding on the exterior and will be unfinished pine or white aluminum on the interior

- Budget and Overview
- Objective
- Strategy
- Schedule
- Rationale